

# Case Study: Lewis Cellars

Using the GSO and TrueCommerce Nexternal Integration



## ABOUT LEWIS CELLARS

In 1992, Randy and Debbie Lewis established a small family winery in Napa Valley and were later joined by their son, Dennis, in 1999. They are hands-on in every aspect of vineyard management, winemaking, sales and distribution, and thrive on this challenge and the relationships they cultivate in the process. It is their continuing goal to create world-class wines. Their total production is approximately 9,000 cases annual of Cabernet Sauvignon, Merlot, Syrah, Chardonnay and Sauvignon Blanc.

## WHY LEWIS CELLARS USES GSO

Lewis Cellars had a logistics problem they needed to solve. Their customers in southern California were asking for next day delivery on their wine orders. Southern California is a big market for Lewis Cellars and customers want to minimize the time their ultra-premium wine sits in a truck - especially during the warm season. With Lewis Cellars being located in Napa, the major carriers were not able to offer next-day delivery at an affordable price. Fortunately, Lewis Cellars found GSO, and through their partnership, they developed a plan to be able to satisfy their customers' needs. By utilizing GSO's shipping services, Lewis Cellars is now able to offer next day delivery service to southern California customers at a lower price than the other carriers could offer. Lewis Cellars now ships via GSO for around 80% of their wine orders in California.



## BENEFITS OF THE INTEGRATION

Lewis Cellars uses Nexternal's omnichannel platform to handle and fulfill all their online orders, tasting room orders, and phone orders. With the integration between Nexternal and GSO, Lewis Cellars is now able to auto-generate order shipment emails that go directly to their customers with tracking information. This saves them the time of having to manually send out emails everytime they ship a package. "Order confirmation and shipping confirmation emails are professional looking and contribute to customers' comfort level and satisfaction with the purchase and the overall shopping experience. Again, this is a well thought-out, simple, and user-friendly shopping environment. Nexternal is providing a virtual storefront that complements and enhances our brand and identity as an ultra-premium winery," says Dennis Bell, President of Lewis Cellars. Another benefit to the integration is the time saved by being able to print GSO shipping labels directly from Nexternal. Instead of having to go in to their GSO shipping system and manually enter a print command for their shipping labels, Nexternal is able to automatically print these labels with the correct customer information.

Lewis Cellars also utilizes Nexternal's reporting feature to keep track of all their sales. They have a much clearer view of how much of each wine is being sold and who is buying which wines. This allows them to cater to their customers on a much more personal level than they were before, while also having a great operational view of the health of their business. Lewis Cellars has been utilizing Nexternal's omnichannel commerce platform successfully since 2000.

"Nexternal is providing a virtual storefront that complements and enhances our brand and identity as an ultra-premium winery."

– **Dennis Bell**  
President of Lewis Cellars



## ABOUT TRUECOMMERCE

TrueCommerce revolutionizes trading partner connectivity, visibility, and collaboration by linking suppliers, retail hubs and end consumers in one global commerce network. From the factory to the warehouse, from distributor to retail storefront, achieve new levels of business connectivity and performance with the world's most complete commerce network.

**Connect. Integrate. Accelerate.**

## THE TRUECOMMERCE TEAM IS HERE TO HELP!

If you have any questions regarding TrueCommerce, or how it applies to your business, our passionate, eCommerce focused team is here for you.

**Call us today at 888.430.4489**

[www.truecommerce.com](http://www.truecommerce.com)



**TrueCommerce™**  
Nexternal

©Copyright 2018 True Commerce, Inc. All rights reserved. Reproduction in whole or in part without permission is prohibited, and information contained herein is subject to change without notice. TrueCommerce® is a registered trademark of True Commerce, Inc. All other trademarks are property of their respective owners.